

SAN JUAN COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	14,836	14,825	n/a	-	
Total Non-Ag Employment	4,184	4,218	n/a	-	
Non-Ag Avg Monthly Wage	\$2,635	\$2,662	n/a	-	
Per Capita Income	\$21,786	\$22,325	n/a	-	
Unemployment Rate*	12.7%	11.5%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$30,605,810	\$33,632,628	\$36,257,040	7.8%	
Travel & Tourism Related Employment	576	607	633	4.3%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$1,600,705	\$1,773,789	\$1,906,000	7.5%	
Transient Room Tax	\$464,733	\$503,005	\$533,341	6.0%	
Restaurant Tax	\$5,273	\$39,519	\$85,607	116.6%	
Retail Sales					
Gross Taxable Retail Sales	\$178,756,986	\$207,014,177	\$204,643,573	-1.1%	
REGIONAL VISITATION COUNTS					
Glen Canyon N.R.A.	2,120,559	2,285,276	2,061,328	-9.8%	
Canyonlands N.P.	435,907	473,769	452,353	-4.5%	
Rainbow Bridge N.M.	104,501	69,442	75,214	8.3%	
Dead Horse Point S.P.	169,595	182,419	200,620	10.0%	
Natural Bridges N.M.	95,752	91,181	89,008	-2.4%	
Hovenweep N.M.	27,384	25,853	26,707	3.3%	
Gooseheads S.P.	65,545	63,778	69,670	9.2%	
Edge of the Cedars S.P.	12,416	14,286	10,881	-23.8%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

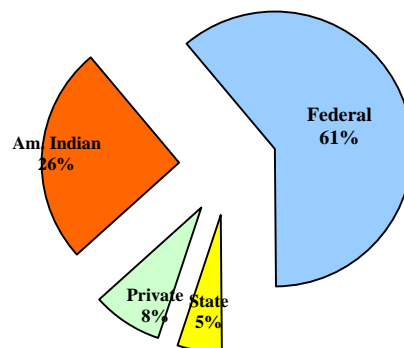
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Land Ownership - 2012	% Total
Total Acres in County	100.0%
Federal Government	61.0%
BLM	41.5%
US Forest Service	9.0%
National Park Service	10.6%
National Wildlife Service	--
Other •	--
State Government	5.2%
Utah State Parks & Recreation	0.0%
Utah State Wildlife Reserves	--
State Trust Lands	5.2%
Other ••	--
American Indian	25.6%
Private*	8.2%

• Includes Military and Bankhead Jones land

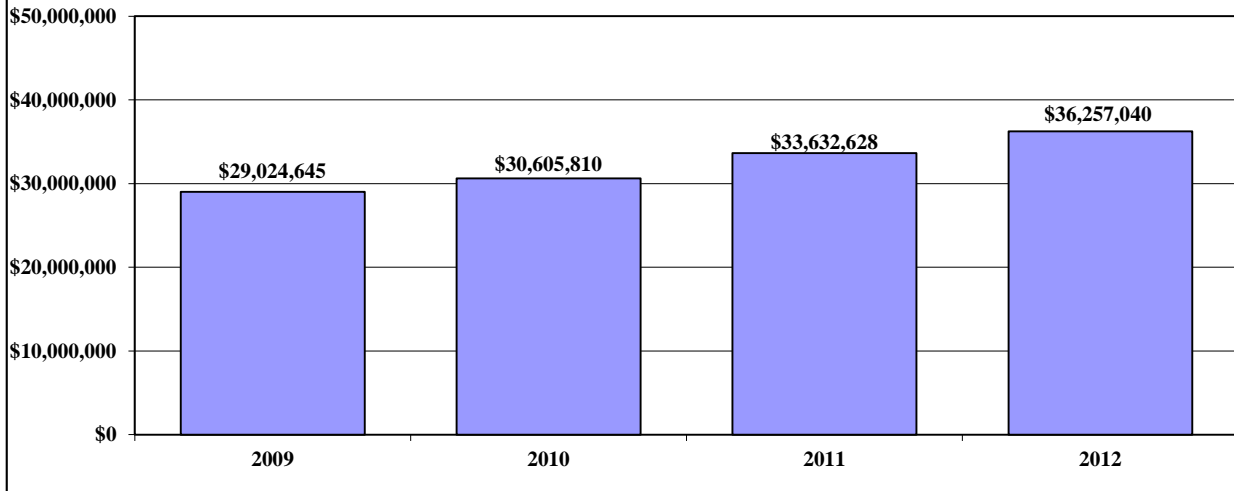
•• Includes State Sovereign and UDOT land

Land Ownership - 2012

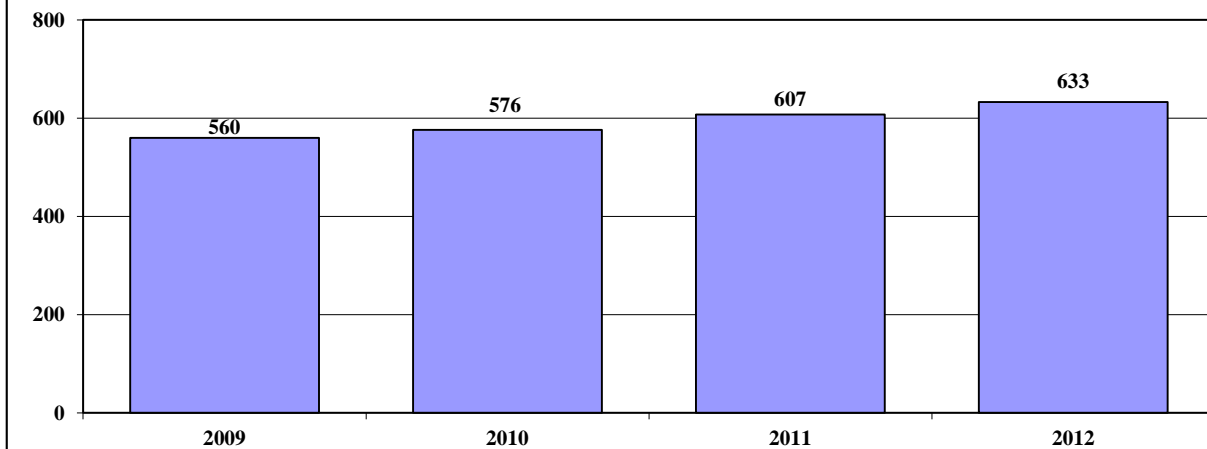


San Juan County Tourism Profile

Spending by Travelers (current dollars)



Travel & Tourism Related Employment



Transient Room Tax Collections (current dollars)

